

**REVISED 4/20/94****Marlboro Dance Contest  
Systems Plan****A. Letters to be mailed by CCE on to clubs explaining contest highlights:**

April 15 - W } CCE letterhead  
April 30 - MW }  
May 31 - NE }  
June 30 - SE } Marlboro Country Nights letterhead  
July 31 - SW }

**B. Phone calls to clubs to confirm involvement in contest on the following dates:**

April 20 - W  
May 4 - MW  
June 4 - NE  
July 4 - SE  
August 4 - SW

**C. Contest teasers to be mailed out:**

Not doing W  
May 5th - MW  
June 5th - NE  
July 5th - SE  
August 5th - SW

**D. Club agreements and official guidebooks mailed to clubs:**

April 21st - 30th - W  
May 8th - MW  
June 8th - NE  
July 8th - SE  
August 8th - SW

**E. Club agreements must be read, signed and returned to CCE offices by:**

May 5th - W  
June 1st - MW  
July 1st - NE  
August 1st - SE  
September 1st - SW

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**F. Promo packages to be shipped by Philip Morris and CCE (approx. 3-4 weeks before contest kickoff dates):**

May 6th - West Coast  
June 9th - Midwest  
July 7th - Northeast  
August 4th - Southeast  
September 8th - Southwest

**By Philip Morris:**

Contestant bibs  
10' X 4' and 3' X 6' banners  
Contest posters with instructions to print contest dates, etc.  
Flyers with instructions to print contest dates, etc.  
Tent cards  
Event T-shirts  
Judges badges  
Judges criteria sheets  
Judging forms  
Contestant agreement/official entry forms

**By CCE:**

Audi ads on CD  
Pre-posted, post-dated envelopes to mail contestant forms back (see G.)

**G. Contestant agreements should be mailed via pre posted envelopes back to CCE offices each Monday morning following night of contest. Envelopes should be dated:**

West Coast - 6/6, 13, 20, 27  
Midwest - 7/11, 18, 25, 8/1  
Northeast - 8/8, 15, 22, 29  
Southeast - 9/5, 12, 19, 26  
Southwest - 10/10, 17, 24, 31

**H. 3 cash vouchers (1st, 2nd & 3rd place) and contest recap forms to be mailed to clubs by CCE:**

June 20 - West  
July 25 - Midwest  
August 22 - Northeast  
September 19 - Southeast  
October 24 - Southwest

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I. Contest recap forms to be faxed to CCE on day after contest as follows:

West Coast - June 30 - July 4

Midwest - August 4 - August 8

Northeast - September 1 - September 5

Southeast - September 29 - October 3

Southwest - November 3 - November 7

J. Publicity liability release forms and return mail (2 day priority) pre-addressed post-dated envelopes to be overnighted by CCE to 1st place winners day of notification:

W - June 30 - July 4

MW - August 4 - August 8

NE - September 1 - September 5

SE - September 29 - October 3

SW - November 3 - November 7

K. Publicity liability release forms must be received no later than:

W - July 8th

MW - August 12

NE - September 9

SE - October 7

SW - November 11

L. 1st place winners packages to be mailed 2nd day by American Express by the following dates (2nd and 3rd place to be mailed by CCE regular mail):

West Coast - July 9

Midwest - August 13

Northeast - September 10

Southeast - October 8

Southwest - November 12

Each 1st place package should include (2nd place packages include cashier's check and winner certificate only):

Congratulations letter and departing instructions

Airline tickets and itineraries

Hotel confirmation

Day by day agenda

Airline drink coupons

Cashier's check

Winner certificate

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M. Regional promo packages(to be shipped by Philip Morris and CCE to each regional club):

June 16th - W  
July 21 - MW  
August 18th - NE  
September 15th- SE  
October 20th - SW

Philip Morris to ship:

New tent cards  
New posters  
T-shirts  
Banners  
Contestant bibs (numbered 1 through 13 for W, 1-15 for MW, 1-9 for NE, 1-22 for SE and 1-14 for SW)

Phoenix Marketing will also be on hand to distribute promo materials

CCE to ship:

Contest wrap-up form  
Cash vouchers (1st, 2nd and 3rd place)

N. Regional contest recap form should be picked up by PM or CCE rep at the regional competitions:

July 13th or 14th - West Coast  
August 17th or 18th - Midwest  
September 14th or 15th - Northeast  
October 12th or 13th - Southeast  
November 16th or 17th - Southwest

O. CCE to mail 1st place regional winners packages by:

July 19th - West Coast  
August 23th - Midwest  
September 20th - Northeast  
October 18th - Southeast  
Not doing Southwest

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Each will include:

Congratulations letter

Promise of tickets, itineraries, departing instructions, hotel confirmations, agendas, and drink coupons (SW will have actual tickets, agendas, etc. rather than promise of everything)

Cashier's check

Winners certificate

- P. American Express to 2nd day regional winners packages by November 22nd which  
Departing in 1983

Airline tickets and itineraries

Hotel confirmation

Day by day agenda

Airline drink coupons

- Q. National promo packages (to be shipped by Philip Morris and CCE by November  
10th to Cowboys, Arlington or to be brought to nationals):

Phillip Morris to ship:

Banners

New posters

T-shirts

Phoenix Marketing will also be on hand to distribute promo materialsCCE to ship:

Cash vouchers

Contest wrap-up form

- R. Contest recap form should be picked up by PM or CCE rep at the national  
competitions. Checks and winners certificates will be awarded at the club.

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